

# *IBM Software Brand Identity Guide*

## **Chapter 2: Stationery**





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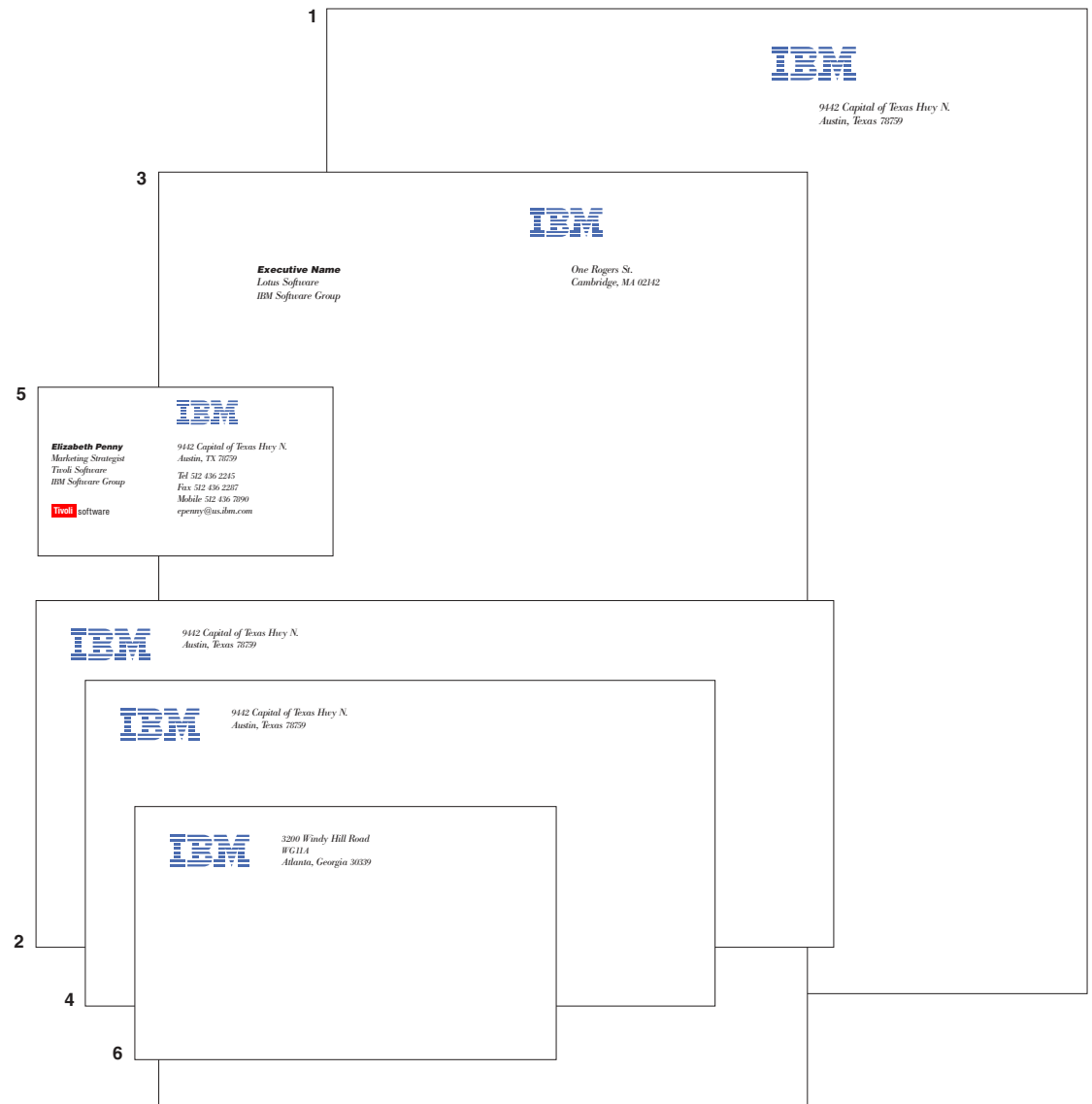
*Stationery is one of our most personal and widely used forms of communication. Its appearance is a reflection, not only on the individual initiating the correspondence, but also of the entire corporation. Because business communications on stationery are often the first impression we make with our customers, it is our goal to ensure this impression is our best.*

*High-quality, cohesive stationery materials reflect the quality and style of our organization. As individual components may identify an individual's name, organization, and an affiliation with a software brand, it also helps customers, and potential customers, quickly recognize the source of the communication.*

*IBM software benefits from consistent corporate image as well. For this reason, by adopting the IBM worldwide stationery design standards, the software brands can ensure close connection to the IBM brand.*

- 1,2 **Standard business letterhead and envelopes:** for general business correspondence.
- 3,4 **Monarch executive letterhead and envelopes:** for personal correspondence on behalf of the corporation. Monarch letterhead is available to executives at the level of Director and above.
- 5 **Business cards:** for formal personal introduction, or to provide contact information.
- 6 **Mailing label:** for placement on large envelopes that are not preprinted with the return mailing address.

→ Standard sizes for all stationery are available in both US and ISO sizes.

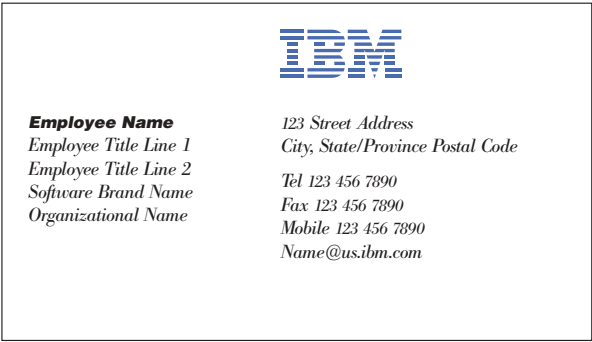


Business cards are used as a formal introduction tool. They are designed to be brief but concise in the information they provide about you. Careful consideration should be given to selecting the information to be included in the card format.

With logo visible, IBM is the brand that stands out first and foremost as our company and employer. Software brands are identified in two ways, text listing and brand mark. In text, the software brand name is always listed following the employee name and title. At times, the software brand name may be used within an employee title as well. In this case, it is best to avoid redundancy. Apply the software brand name only once in text.

While most situations will call for simple text listing as in DB2 and WebSphere software, Lotus and Tivoli software experts require additional support to reinforce an image of specialization. As a result, Lotus and Tivoli software customer-facing employees are identified with the brand mark on their business cards. “Customer-facing” is defined as employees that commonly engage in personal interaction with existing or potential customers, partners, press and analysts. Research recently conducted supporting our new software brand architecture, suggests that Lotus and Tivoli software experts require additional identification to reinforce an image of specialization. This does not apply to DB2 and WebSphere software. These findings will be reassessed annually.

Achievement marks signifying years with the company or other personal achievements are no longer being used on business cards or letterhead. Special country marks are not approved for use on business cards, but may be used on corporate letterhead. No other graphic devices, such as compatibility marks or quality marks, are approved for use within the IBM stationery system guidelines.



US business card non-customer facing



US business card customer facing

→For U.S. specific instructions on ordering IBM software business cards, please refer to the Business Card Ordering Instructions document available in conjunction with these guidelines. Differing procurement systems and suppliers are used in countries other than the U.S. Contact your regional Commodities Buyer for assistance in ordering business cards.

**IBM WORLDWIDE DESIGN STANDARDS FOR STATIONERY**  
**e-mail: design2@us.ibm.com**

**IBM Logo** 1

The size, color, and placement of the logo never change. The logo always prints in IBM Blue.

**Employee Name** 2

Your name is highlighted. You may include a middle initial or doctorate educational degree with punctuation. In general, other information such as personal organizational affiliations are not allowed.

**Employee Title** 3

Lines one and two, following your name, can be used for your title information followed by the organization name. Punctuation should be used where appropriate to break title information.

**Software Brand Name** 4

Depending on your area of responsibility and expertise, one of four IBM software brand names is included – DB2 Data Management Software, Lotus Software, Tivoli Software, or WebSphere Software. This line is not necessary to identify individuals not affiliated with one of these brands.

**Employee Organization** 5

“IBM Software Group” is the name of our organization. It is consistent and ever-present in addition to the software brand names.

**Software Brand Mark** 6

If you are a customer-facing individual and your area of responsibility and expertise is either Lotus software or Tivoli software, your business card will carry a software brand mark.

**Address Information** 7

Your information should be kept to the minimum required by postal standards in each country. In the U.S., the first line of the address starts with the street address. Outside the U.S., the legal country subsidiary name is always the first line of the address.

**Contact Numbers** 8

These lines can be used for any appropriate combination of telephone numbers, fax numbers, and electronic addresses. Styles for abbreviating telephone and fax are developed on a country-by-country basis.

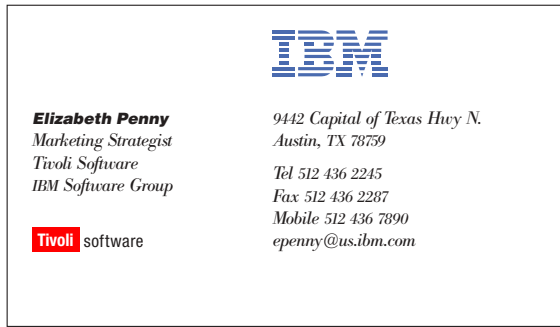


US business card non-customer facing



US business card customer facing

1



2



→Hypothetical card examples illustrating a range of employee titles, software brands, addresses and contact information

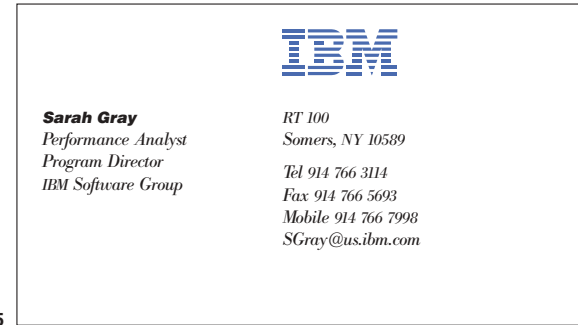
3



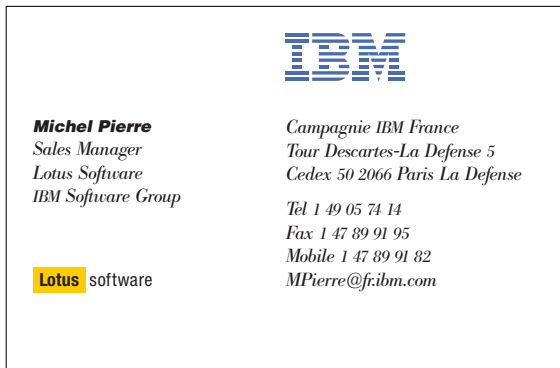
4



5



6



7



- 1 US Tivoli customer facing
- 2 US Tivoli non-customer facing
- 3 US DB2
- 4 US Lotus non-customer facing
- 5 US non-brand related
- 6 ISO Lotus customer facing
- 7 ISO Lotus non-customer facing

Standard business letterhead uses only one general access telephone number to eliminate the need to print specific letterhead for every department; small offices with one fax number may also include this on their standard letterhead.

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**IBM Logo** 1

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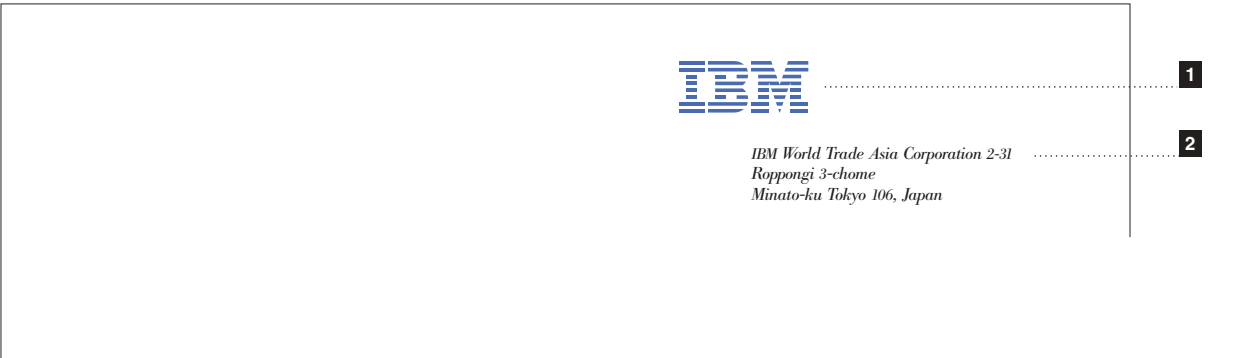
**Address Information** 2

Your address information should be kept to the minimum required by postal standards in each country. In the U.S., the first line of the address starts with the street address. Outside the U.S., the legal country subsidiary name is always the first line of the address.

US standard letterhead



ISO standard letterhead





Standard executive letterhead is available to executives at the level of Director and above.

**IBM Logo** 1

The size, color, and placement of the logo never change. The logo always prints in IBM Blue.

**Executive Title, Software Brand and Organization** 2

Lines following executive name can be used for your title information, followed by the software brand name as well as the organization name, “IBM Software Group.”

**Address Information** 3

Your address information should be kept to the minimum required by postal standards in each country. In the U.S., the first line of the address starts with the street address. Outside the U.S., the legal country subsidiary name is always the first line of the address.

US standard executive letterhead



ISO standard executive letterhead



→ Brand marks do not appear on letterhead.

Monarch executive letterhead is used for personal correspondence on behalf of the corporation. Monarch executive letterhead is available to executives at the level of Director and above.

**IBM Logo** 1

The size, color, and placement of the logo never change. The logo always prints in IBM Blue.

**Executive Name** 2

The executive name is highlighted from other information. You may include a middle initial or doctorate educational degree with punctuation is acceptable. In general, other information such as personal organizational affiliations are not allowed.

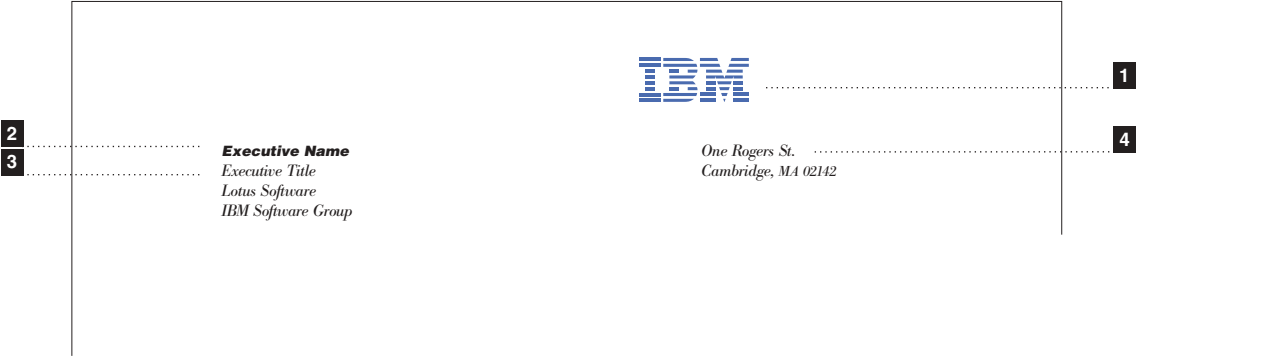
**Executive Title, Software Brand and Organization** 3

Lines following executive name can be used for your title information, followed by the software brand name as well as the organization name, “IBM Software Group.”

**Address Information** 4

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US monarch executive letterhead



ISO monarch executive letterhead



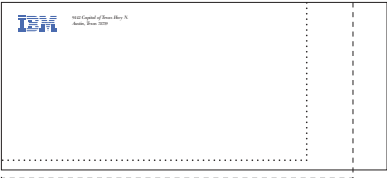
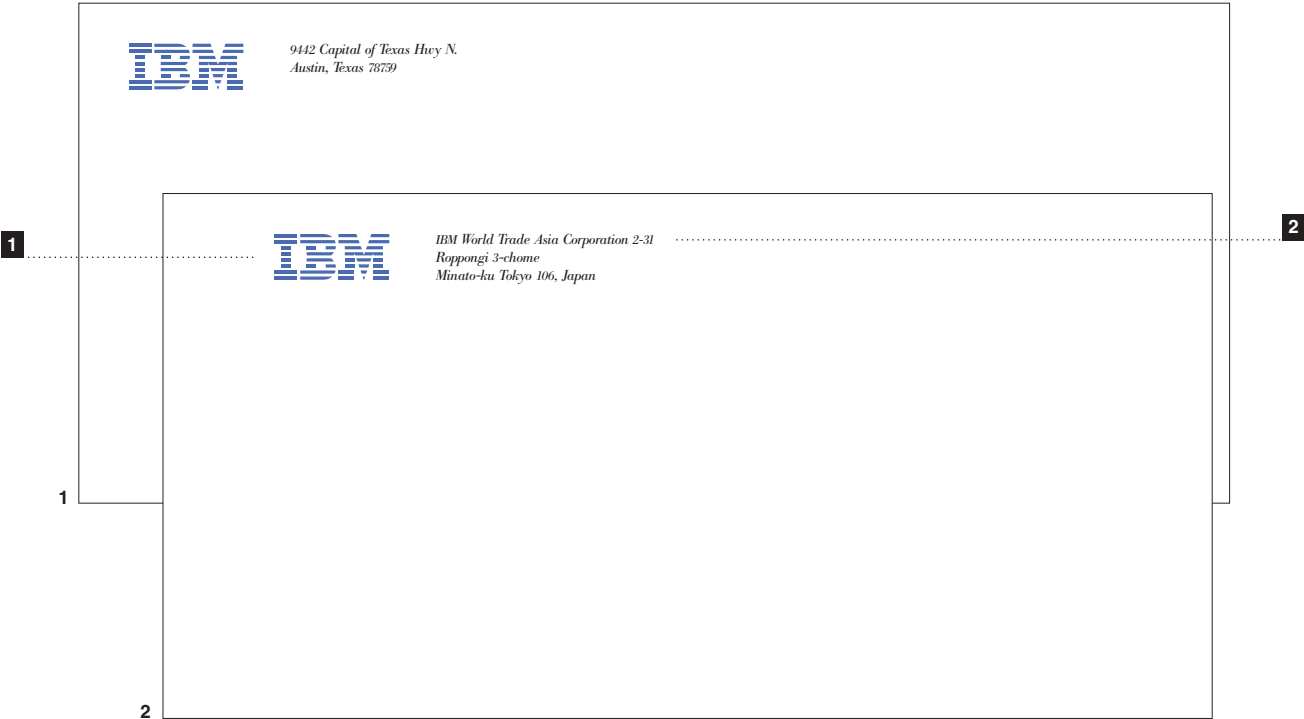
Only the IBM logo and return address appear on US and ISO standard business envelopes.

**IBM Logo** 1

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**Address Information** 2

Your address information should be kept to the minimum required by postal standards in each country. In the U.S., the first line of the address starts with the street address. Outside the U.S., the legal country subsidiary name is always the first line of the address.



——— US #10  
----- ISO DL  
..... Monarch

1 US #10 standard envelope  
2 ISO DL standard envelope

For standard executive envelopes, executive office information (“Office of the...,” followed by the software brand name and organization name) should be the first line of the return address.

**IBM Logo** 1

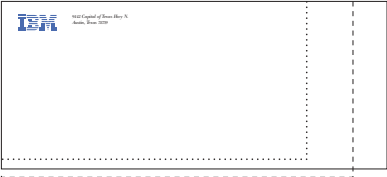
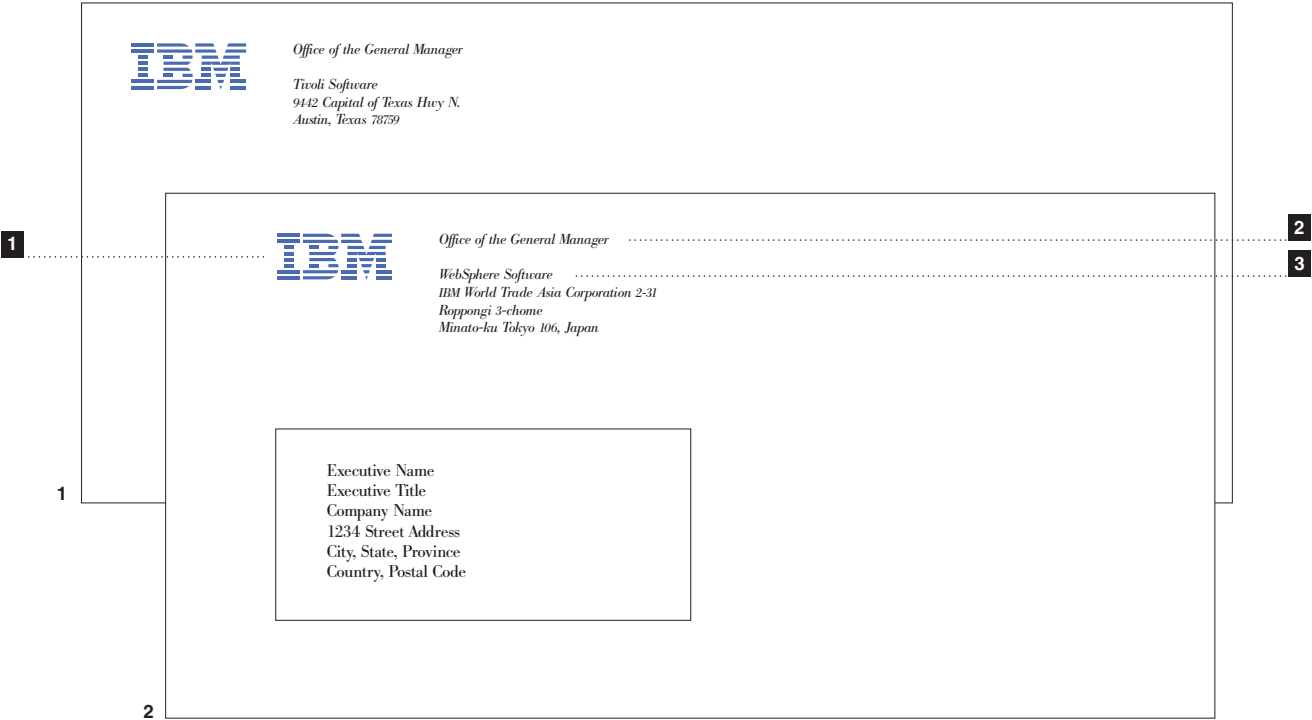
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**Executive Office Information** 2

For executive business envelopes, executive office information (“Office of the...”, followed by the software brand name and organization name) should precede the return address.

**Address Information** 3

Your address information should be kept to the minimum required by postal standards in each country. In the U.S., the first line of the address starts with the street address. Outside the U.S., the legal country subsidiary name is always the first line of the address.



——— US #10  
----- ISO DL  
..... Monarch

1 US #10 executive envelope  
2 ISO DL executive window envelope

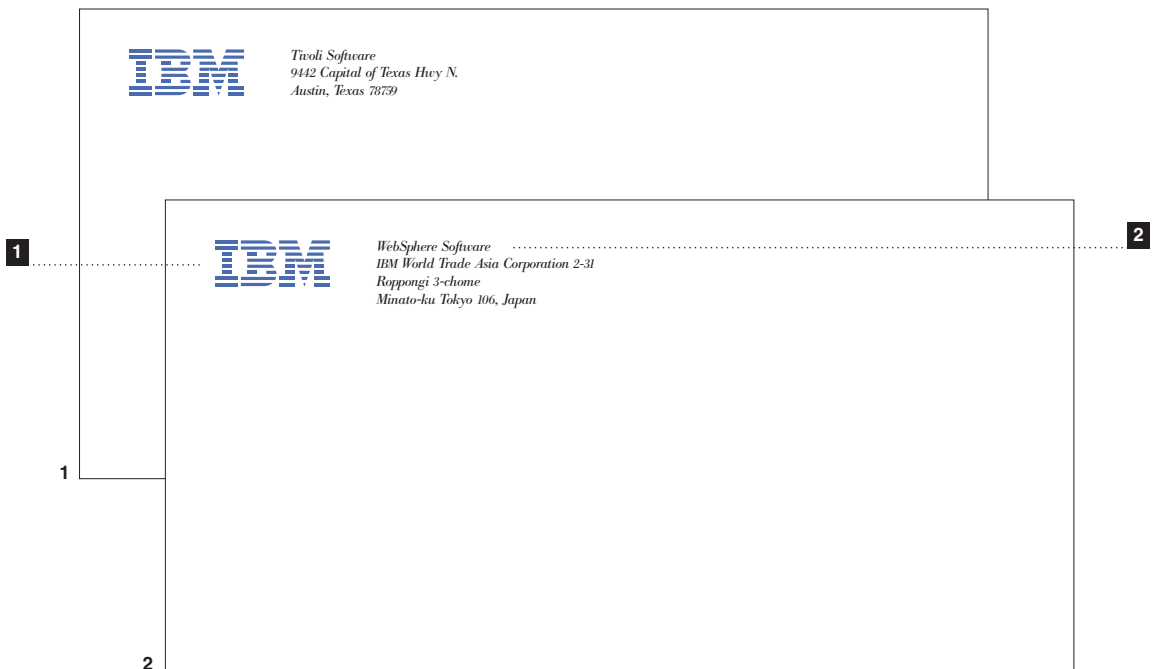
Only the IBM logo and return address appear on US and ISO monarch executive envelopes.

### IBM Logo 1

The size and color of the logo never change. The logo always prints in IBM Blue.

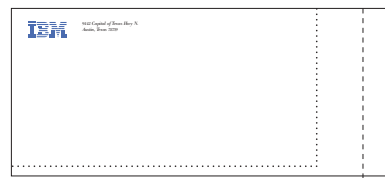
### Address Information 2

Your address information should be kept to the minimum required by postal standards in each country. In the U.S., the first line of the address starts with the street address. Outside the U.S., the legal country subsidiary name is always the first line of the address.



1 US monarch executive envelope

2 ISO monarch executive envelope



— US #10  
 - - - ISO DL  
 ..... Monarch

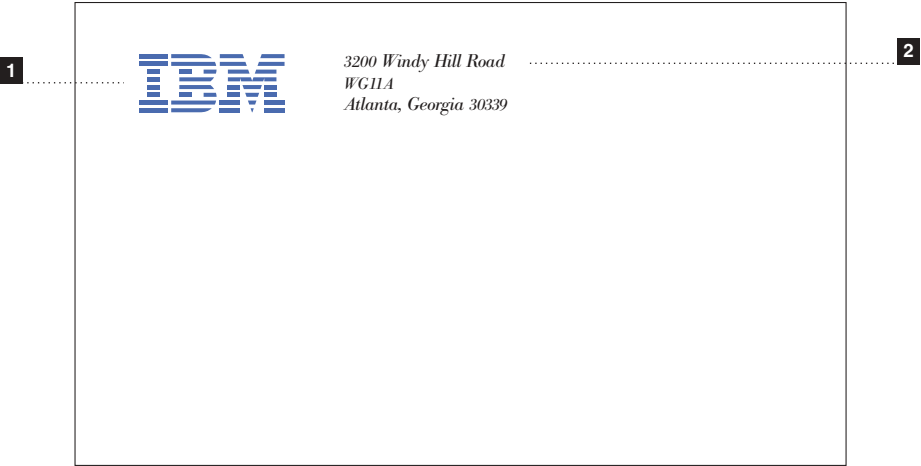
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**IBM Logo** 1

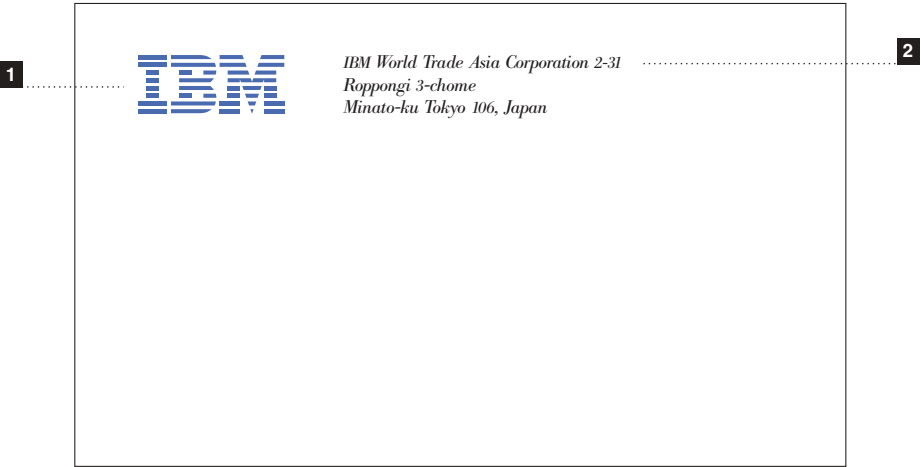
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US mailing label



ISO mailing label

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